



eCellar™ Campaign Manager

Robust email broadcast tool enables you to create and send marketing messages to your customers and track results right from the eCellar™ Control Panel.

Feature

Benefit

Send email broadcasts to targeted groups of customers within the eCellar database

Eliminates the need to use an outside vendor such as Vertical Response® or Constant Contact resulting in cost savings and improved efficiencies.

Utilizes custom email wrappers designed for winery

Maintains brand integrity by utilizing the existing winery website look and feel and design elements resulting in increased open rates and potential more sales.

Email tool pulls from central customer database in real time—no need to export customer list into 3rd party (i.e. Vertical Response®) to send emails

Keeps customer data in-house and simplifies broadcast email processing. Address updates made by customers are recorded in real time directly into database without the need to import from a 3rd party reducing future bounces.

Provides robust real-time monitoring and reporting tools

Allows manager to track opens, click-through, bounces, opt-outs and most importantly sales by campaign. Provides ability to immediately track campaign effectiveness and ROI beyond simple open rates all within eCellar.

Advanced scheduling capabilities allow winery to send existing campaigns to new customers without the need to recreate a campaign multiple times.

Saves time, minimizes errors and improves direct marketing accuracy and efficiency. Makes it easy to add new target customers to an existing campaign and execute the offer without risking resending the email to previous recipients. Also provides a simple way to resend emails to specific customers who have not opened previously sent campaigns.